

## **Retail E-Commerce in Brazil**

Market Direction | 2025-02-28 | 42 pages | Euromonitor

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### **Report description:**

Although the rate of increase was slower than seen in other years of the review period, retail e-commerce in Brazil maintained solid current value growth in 2024, with increases seen across all categories. Confirming the positive trend, according to the Brazilian Electronic Commerce Association (ABComm), retail e-commerce showed a good performance in 2024, with an average ticket of BRL492 per consumer, while in 2023 it reached BRL470. The association states that the categories with the largest s...

Euromonitor International's Retail E-Commerce in Brazil report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Retail E-Commerce by Product, Retail E-Commerce by Type.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

### **Why buy this report?**

- \* Get a detailed picture of the Retail E-Commerce market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
February 2025

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#### **2024 DEVELOPMENTS**

Retail e-commerce already holds a significant share of retail sales in Brazil  
Mercado Libre becomes the most valuable company in Latin America in 2024  
New international players intensify their presence

#### **PROSPECTS AND OPPORTUNITIES**

Brazil expected to see an increase in the share of e-commerce in retail  
Competition set to intensify in the coming years  
Fierce competition is also expected amongst small players

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